



Methodological pitfalls in analysing TV audiences for sport

8th Conference of the European Sports Economics Association
Groningen, September 1, 2016

Prof. Dr. Daam Van Reeth
KU Leuven, campus Brussel, Belgium
(daam.vanreeth@kuleuven.be)

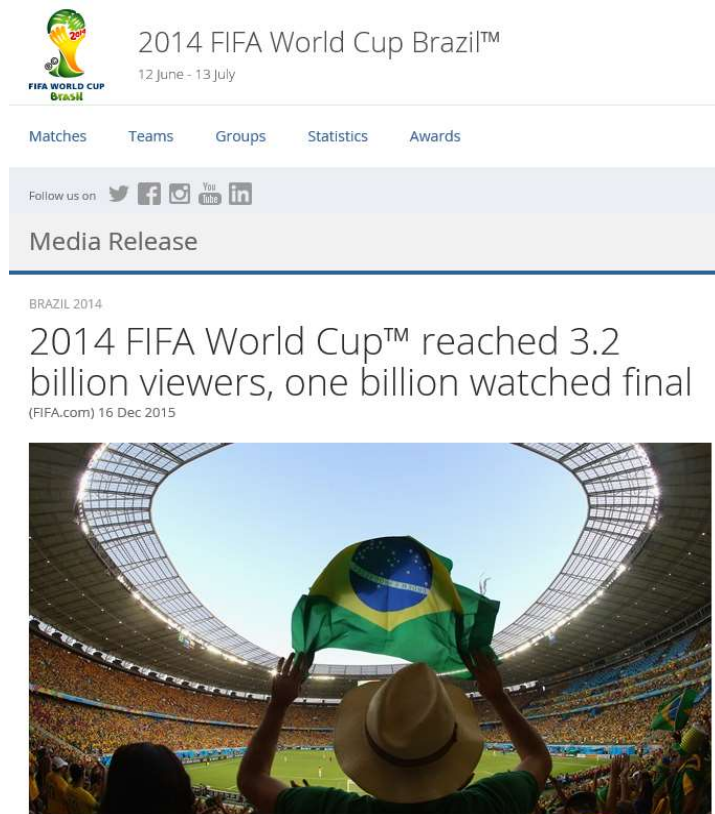


1. Introduction

Quiz:





- How many TV viewers worldwide for the final of the 2014 World Cup Football ?
- How many TV viewers worldwide for the tour de France?
- How many TV viewers worldwide for the opening ceremony of the Rio Games?

Can we believe the organizers?



2014 FIFA World Cup Brazil™
12 June - 13 July


Matches Teams Groups Statistics Awards

Follow us on     

Media Release

BRAZIL 2014

2014 FIFA World Cup™ reached 3.2 billion viewers, one billion watched final
(FIFA.com) 16 Dec 2015



A.S.O.  PRÉSENTATION SPORTS RESSOURCES HUMAINES MARKETING **TÉLÉVISION** LOGISTIQUE OFFRES ENTREPRISES

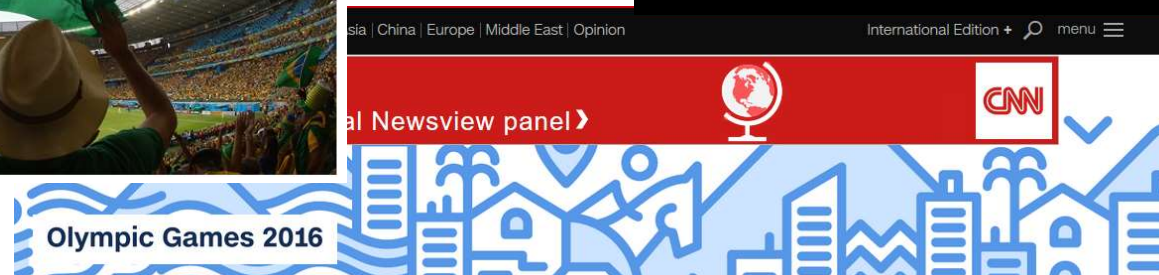
Télévision
Vivre le sport





Car de montage sur le Dakar



5 milliards de téléspectateurs
190 pays
700 heures produites
8000 heures diffusées
200 chaînes

A.S.O. produit ou coproduit 700 heures de programmes permettant la diffusion de 8 000 heures de sport chaque année sur tous les continents à destination de 5 milliards de téléspectateurs. Les équipes d'A.S.O. ont acquis une solide expérience en matière de prise de vue, de montage et de livraison de programmes. Elles assurent aussi la distribution de ces programmes auprès de 200 chaînes à travers le monde



Asia | China | Europe | Middle East | Opinion

International Edition +  menu 

al Newsview panel  

Olympic Games 2016

Rio 2016 Opening Ceremony: Three billion watching, one unforgettable night

By Marília Brocchetto, CNN

Updated 1106 GMT (1906 HKT) August 4, 2016



KU LEUVEN

Problem

- It is fairly easy to define the number of people who attend a sports event that takes place within a 'closed area' (a hall, a stadium, a race track, ...).
 - Number of tickets sold
 - Electronic registration
 - Estimation based on a visual count
- It is much harder to determine the number of viewers for a sports broadcast on television.
 - Measurement problem: how to determine accurately the number of viewers for a programme?
 - Problem in reporting: how to communicate in a reliable way the number of viewers for a programme?

2. How are TV audiences measured?



- Although different systems are used around the world, today TV audiences are typically estimated based on information obtained from a carefully selected panel of representative households.
- In every panel household, all TV viewing is monitored automatically by so-called '*Peplemeters*', i.e. special metering equipment attached to the television sets. In order to determine the number of viewers, residents and guests only have to register their presence.
- The devices that gather the information are connected to a phone line or to the internet and upload the information automatically every night to a monitoring institution, such as *Nielsen* in the United States, *BARB* in the United Kingdom or *AGF* in Germany.
- In most countries the data are then released in the morning as '*overnight*' or '*VOSDAL*' (*viewing on same day as live*) ratings. In some countries, '*final*' or '*consolidated*' data are released a week (+7) and/or a month (+28) after the broadcast date, to include delayed viewership.

➔ If such efficient measurement techniques are in place, why then is it so difficult to capture the real TV interest for a sports programme in a single figure?

Most common TV audience measures

- The **average audience** of a programme is the sum of each audience for each minute during the programme, divided by the duration of coverage in minutes. The average audience can be expressed as an audience size (number of people), or as a percentage (from a population).
- The **peak audience** of a programme is the highest audience recorded at any given moment during the programme.
- The **reach** of a programme is the number of persons that watched the programme for a minimum of a stated number of consecutive minutes.
- The **share** of a programme is the audience for the programme expressed as a percentage of the total viewing audience watching television at that moment.

2016-08-28
1. SPORTWEEKEND
Zender: een Startuur: 19:22:02 Duur: 00:33:48
Gemiddeld aantal kijkers: 718.649
Kijkdichtheid %: 12,0 Marktaandeel %: 46,5
2. HET 7 UUR-JOURNAAL
Zender: een Startuur: 19:00:04 Duur: 00:21:58
Gemiddeld aantal kijkers: 673.870
Kijkdichtheid %: 11,2 Marktaandeel %: 47,9
3. THUIS
Zender: een Startuur: 20:03:32 Duur: 00:49:12
Gemiddeld aantal kijkers: 658.129
Kijkdichtheid %: 11,0 Marktaandeel %: 37,7
4. WINDKRACHT 10, KOKSIJDE RESCUE
Zender: een Startuur: 20:54:57 Duur: 01:56:31

Ascolti Tv di ieri – domenica 28 agosto 2016 – prime time

Su Rai1 **Provaci ancora Prof 5** ha conquistato 2.107.000 spettatori pari al 12% di share. Su Canale 5 **I delitti del lago** ha raccolto davanti al video 1.572.000 spettatori pari al 9,9% di share. Su Rai2 il **GP di F1 del Belgio** hanno catturato l'attenzione di 1.747.000 spettatori (9,7%). Su Italia 1 **Footloose** ha intrattenuto 720.000 spettatori (4,2%). Su Rai3 **Per qualche dollaro in più** ha raccolto davanti al video 1.270.000 spettatori pari ad uno share del 7,3%. Su Rete4 **Tutte le donne della mia vita** è stato visto da 595.000 spettatori con il 3,4% di share. Su La7 **La maschera di Zorro** ha segnato l'1,9% con 317.000 spettatori.

Access Prime Time

1 Dieci Comandamenti al 4.6%

Su Rai1 l'appuntamento con **Techetechetè** è stato seguito da 3.080.000 spettatori per uno share del 17,6%, mentre su Canale 5 **Paperissima Sprint** registra una media di 1.906.000 spettatori con uno share dell'11%. Su Rai3 **I Dieci Comandamenti** ha interessato 763.000 spettatori pari al 4,6% di share. Su La7 **Special Guest** ha interessato 239.000 spettatori (1,4%).

Preserale

Ammiraglie sottotono

Su Rai1 **Reazione a catena – L'intesa vincente** ha ottenuto un ascolto medio di 1.632.000 spettatori (14,6%) mentre **Reazione a catena** ha giocato con 2.495.000 spettatori (19%). Su Canale 5 **Il Segreto** segna 2.018.000 spettatori con il 16% di share. Su Rai2 **NCIS New Orleans** segna il 4,3% con 537.000 spettatori nel primo episodio e il 5,4% con 798.000 nel secondo. Su Italia1 la pellicola **Scuola di Polizia 6 – La città è assediata** ha totalizzato 560.000 spettatori (3,6%). Su Rai3 **Blob** segna 506.000 spettatori con il 3,5%. Su Rete 4 **Tempesta d'amore** ha fatto sognare un a.m. di 511.000 telespettatori con il 3,3%. Su La7 **Josephine, Ange Gardien** ha appassionato 364.000 spettatori (share del 3,3%).

Daytime Mattina

Rai 2 vicina al 7%

Su Rai1 **Passaggio a nord ovest** ha raccolto 773000 spettatori con il 15,8% di share mentre la **Santa Messa** ha portato a casa un a.m. di 1.032.000 spettatori pari ad uno share del 15,5%. Su Canale5 il **Tg5 delle 8** segna 981.000 spettatori con il 20,8%. **Animal Mums** raccoglie un ascolto di 346.000 telespettatori con il 6,5% di share. Su Rai2 **Heartland** ha tenuto compagnia a 273.000 spettatori pari ad uno share del 5,5% nel primo episodio e a 364.000 (6,9%) nel secondo. Su Italia1 **Una mamma per amica** totalizza un ascolto di 154.000 spettatori con uno share del 2,5% nel primo episodio e 206.000 (2,7%) nel secondo. Su Rai 3 **Speciale Camera con Vista** convince 190.000 spettatori con il 3,1% di share. Su Rete 4 la **Santa Messa** ha coinvolto 509.000 spettatori (9%). Su La7 **L'Aria d'estate – Il Diario** realizza un a.m. di 133.000 spettatori con il 2,8% di share.

Daytime Mezzogiorno

Linea Verde Estate domina come sempre

Su Rai1 il consueto appuntamento domenicale con **Linea Verde Estate** ha intrattenuto 2.282.000 spettatori (19,8%). Su Canale 5 **Melaverde** ha interessato 1.293.000 spettatori con il 13%. Su Rai2 **La nave dei sogni** conquista 815.000 spettatori con uno share del 9,2%. Su Italia1 **Sport Mediaset XXL** ha registrato un

DAGRAPPORTEN PROGRAMMA'S

KijkTotaal:

MA 15 AUG | DI 16 AUG | WO 17 AUG | DO 18 AUG | VR 19 AUG | ZA 20 AUG | ZO 21 AUG | MA 22 AUG

Uitzenddag (KDU):

DI 23 AUG | WO 24 AUG | DO 25 AUG | VR 26 AUG | ZA 27 AUG | ZO 28 AUG

Zender:

NPO1 | NPO2 | NPO3 | RTL4 | RTL7 | RTL8 | RTL LOUNGE | RTL CRIME | RTL Z | SBS 6 | NETS | VERONICA | SBS9 | MTV | COMEDY CENTRAL | NICKELODEON | SPIKE | DISNEY CHANNEL | DISNEY XD | DISCOVERY CHANNEL | TLC | ID | NATIONAL GEOGRAPHIC CHANNEL | 24KITCHEN | FOX | FOX SPORTS 1 EREDIVISIE | FOX SPORTS 2 | FOX SPORTS 3 EREDIVISIE | EUROSPORT | ZIGGO SPORT | HISTORY | BBC FIRST

Eurosport		zondag 28 augustus 2016			
Uitzenddag (KDU)		TOT 6+			
tijd	titel	kdh	madl	abs	
0200	SKISPRINGEN SGP HS131 HEREN	0,0	0,1	0	
0301	WIELRENNEN VUELTA A ESPANA	0,0	0,3	1.000	
0432	TENNIS ROLAND GARROS BEST OF	0,0	0,0	0	
0527	WATTS ZAP	0,0	0,0	0	
0555	WIELRENNEN VUELTA A ESPANA	0,0	0,1	0	
0659	TENNIS US OPEN BEST OF	0,0	0,6	2.000	
0802	SPORTS INSIDERS	0,0	0,0	0	
0832	WIELRENNEN VUELTA A ESPANA	0,0	0,5	5.000	
0959	SKISPRINGEN SGP HS131 HEREN	0,0	0,3	4.000	
1121	INSIDE THE TEAM	0,0	0,1	1.000	
1130	AUTOSPORT PORSCHE SUPERCUP BEL	0,2	2,1	32.000	
1223	AUTOSPORT BLANCPAIN GT SERIES SPRINT CUP HUN	0,0	0,3	6.000	
1343	WIELRENNEN VUELTA A ESPANA	0,1	0,4	10.000	
1446	WIELRENNEN VUELTA A ESPANA VB	0,1	0,5	14.000	
1512	WIELRENNEN VUELTA A ESPANA	0,2	1,5	34.000	
1724	TOP 5	0,2	1,2	27.000	
1726	WATTS ZAP	0,2	1,1	26.000	

Examples of output

TELEDEPORTE

RESUMEN AUDIENCIAS AUDIENCIAS PROGRAMAS NOTICIAS PARRILLA MINUTOS DE ORO PROGRAMAS

Domingo, 28 de agosto de 2016				Share día: 1.2%
Hora	Programa	Espectadores	Share (%)	
15:00	VUELTA CICL A ESPAÑA / CISTIerna-OVIEDO ALTO NARANCO	345.000	3.3%	
15:04	VUELTA A ESPAÑA:RETRANSMISION / CISTIerna-OVIEDO ALTO NARANCO	357.000	3.4%	
17:25	VUELTA CICL A ESPAÑA / CISTIerna-OVIEDO ALTO NARANCO	372.000	3.5%	
17:26	VUELTA A ESPAÑA:RETRANSMISION / CISTIerna-OVIEDO ALTO NARANCO	372.000	3.5%	
18:44	JO GIMNASIA ARTISTICA(D) / TRAMPOLIN:MASCULINO	104.000	1%	
19:15	JO GIMNASIA ARTISTICA(D) / BARRA FUA:FEMENINO	104.000	1.1%	
20:04	FORMULA 1(D) / G.P.BELGICA	239.000	2.4%	
21:02	VUELTA A ESPAÑA(D) / CISTIerna-OVIEDO ALTO NARANCO	119.000	1%	
21:03	VUELTA A ESPAÑA:RETRANSMISION(D) / CISTIerna-OVIEDO ALTO NARANCO	119.000	1%	
22:38	JO BADMINTON(D) / ESPAÑA-INDIA:FEMENINO	131.000	1%	

Startdatum

2016-08-28

Slutdatum

2016-08-28

Målgrupp

Tot

Avancerat läge

Sök

☐ svrt1

☐ svrt2

☐ TV3

☐ Disney ch

☐ TV4

☐ Kanal5

☐ TV6

☒ Cartoon No

☐ MTV

☐ Discovery

☒ Eurosport

☐ TV12

☐ Sjuan

☐ Kanal 11

☐ FOX

☐ Eurosport 2 SWE

☐ TV4 Fakta

☐ Kanal9

☐ TV4 Sport

☐ Nickelodeon

☐ Disney XD

☐ svrt8

☐ Invest. Disc

☐ Comedy C

☐ TV4 Film

☐ Kunskap

☐ svrt24

☐ TNT

☐ TLC

☐ TV4 Guld

☐ National G.

☐ Cartoon Se

☐ TV4 Komed

☐ TV4 Fakta XL

Plac	Kanal	Datum	Tid	Längd	Program	Tot
1	Eurosport 1	160828	14:46	23	CYCLING VUELTA EXTRA	22
2	Eurosport 1	160828	13:44	59	CYCLING NATIONAL TOURS T	17
3	Eurosport 1	160828	15:13	131	CYCLING NATIONAL TOURS T	12
4	Eurosport 1	160828	17:28	19	CYCLING VUELTA EXTRA	9
5	Eurosport 1	160828	12:24	76	CAR RACING BLANCPAIN SPR	7
6	Eurosport 1	160828	08:32	83	CYCLING NATIONAL TOURS T	5
7	Eurosport 1	160828	11:30	50	CAR RACING PORSCHE SUPER	5
8	Eurosport 1	160828	09:59	81	SKI JUMPING SUMMER GRAND	4
9	Eurosport 1	160828	20:43	127	FOOTBALL MLS	2
10	Eurosport 1	160828	11:22	5	CAR RACING INSIDE THE TE	1
11	Eurosport 1	160828	05:55	61	CYCLING NATIONAL TOURS T	1
12	Eurosport 1	160828	20:14	25	RALLY ERC ZLN	1
13	Eurosport 1	160828	17:50	77	SKI JUMPING SUMMER GRAND	1
14	Eurosport 1	160828	19:15	56	TENNIS GRAND SLAM TOUR	1
15	Eurosport 1	160828	25:07	24	RALLY ERC ZLN	0
16	Eurosport 1	160828	08:02	29	ALL SPORTS	0
17	Eurosport 1	160828	05:28	25	ALL SPORTS WATTS	0
18	Eurosport 1	160828	03:01	90	CYCLING NATIONAL TOURS T	0
19	Eurosport 1	160828	23:00	124	FOOTBALL MLS	0
20	Eurosport 1	160828	22:52	3	NEWS NEWS	0

Plac 1: Eurosport 1 160828 14:46 - CYCLING VUELTA EXTRA

0.2

0.4

0.0

0.0

0.0

0.0

0.5

Tot

Mån

Kvi

3-14

15-24

25-39

40-59

60+

9500

4760

4740

1347

1198

1909

2538

2508

MMS's Policy for HotTop TV Usage

Hjälp

HotTop TV may only be used by MMS's customers and by other Swedish residents interested in television viewing data. Data from HotTop TV may only be used for non-commercial purposes, and MMS must be credited as the source if HotTop data is published. Organizations and individuals based outside of Sweden must contact MMS in order to access viewing data.

Rapporteringen omfattar program som är minst tre minuter långa.

Måtten som används är rating i 1000-tal (enkelt läge) och %, reach i 1000-tal och % (sett minst tre sammanhängande minuter) och share %.

KU LEUVEN

3. Pitfalls in analysing TV audiences for sport

Pitfall 1: Peplemeters only register resident (in-home) viewing.

- Out-of-home group viewing in pubs and through public viewing screens (e.g. in fan zones) is not included
 - More significant for sports programmes than for other TV programmes
 - Probably between 10 and 20% of in-home audience. (FIFA commissioned Ipsos Marketing to analyse out-of-home viewing of the semi-finals and final of the 2014 World Cup and they found a 9.8% uplift of the in-home audience. In the United States an out-of-home audience of 20% was found for the Superbowl.)
- TV-viewers from other countries are not included
 - Can be significant in small countries with many foreign TV channels or in neighbouring countries with similar languages
 - For instance: close to 20% of all Dutch cycling fans watch professional road cycling on Flemish TV because of the professional and well-informed race commentary. These viewers are neither included in the Belgian TV ratings nor in the Dutch TV ratings.

Pitfall 2: The difficulties of timeshift viewing and viewing on second screens.

- Technological developments have made it much easier than before to watch TV programmes at a later time.
 - Less significant for sports programmes than for other TV programmes
 - Data from Finland and the Netherlands show that timeshift viewing for football games is marginal (1-2%).
- Technological developments have made it possible to watch TV programmes online and on second screens
 - For sports programmes, people at home are expected to prefer high quality TV screen images above low quality small screen images. Online viewing does offer extra viewing opportunities though for people at work or people travelling.
 - Pioneering research in the Netherlands on this type of viewing shows the impact is marginal: 42,000 online viewers for the Euro 2016 final versus 4,228,000 for the regular TV broadcast, or 1%.

Pitfall 3: No uniform standards for reporting

- Different age limits are used for the *average audience*:
 - +3: Germany
 - +4: Belgium, France
 - +6: the Netherlands
 - +12: Austria
 - +16: U.K.
- The minimum number of consecutive minutes a person has to watch a programme to be included in the *reach* measure differs from country to country:
 - 3 minutes: U.K.
 - 5 minutes: the Netherlands
 - 15 minutes: Belgium, France

Pitfall 4: The misinterpretation of the *average audience* measure

- An average audience of 2 million for a 90 minute football game does not mean 2 million persons actually watched the game. The average audience only tells us there were 180 million minutes of viewing in total. It could also imply that 4 million people each watched half of the game.
- Consequently, if 2 consecutive football games each have a 2 million average audience, it's fair to say the games averaged 2 million viewers per minute for 3 hours, or that the games had 360 million minutes of viewing, or that 4 million people each watched half a game.
- *Example*: average viewership for the opening ceremony of the Olympic Games Rio equalled 26,5 million people in the U.S. (-35% compared to the London opening). A sharp drop occurred after the entrance of the United States team in the Parade of Nations that came much earlier this time because the Portuguese alphabet was used.

Pitfall 5: The misinterpretation of the *reach* measure

- Usually, reports do not make a difference between gross reach and net reach. Gross reach, sometimes also called *cumulative reach*, is the sum of all audiences who have watched a programme. But this is a troublesome measure since by doing so the same viewers are counted multiple times. It implies that games that are split up in different programmes have an artificially higher reach than single programme games. Therefore, it is better to use net reach (“*unique audience*”), which is the sum of all audiences who have watched a programme but excluding the duplication of viewership.
- *Reach* is highly dependent on the minimum number of consecutive minutes used for determining the value of the measure. Therefore, this minimum time frame should always be included in the communication on the audience reach.
- There is a relationship between *reach* and *average audience*. The longer the minimum number of consecutive minutes, the closer reach and average audience become. Average audience divided by reach is the percentage of time of the programme the average viewer watched.

Pitfall 6: The misinterpretation of the *share* measure

- *Share* is often misunderstood as a relevant indicator of TV popularity for a sports programme. However, since market shares are calculated on the basis of the total number of TV viewers at a certain moment, they are heavily affected by the airtime of a specific broadcast. The total number of viewers shows some typical peaks and lows during the course of the day and it is heavily affected by what is broadcast on all of the channels (e.g. children's programmes in the early evening).
- For instance:
 - Because the FIFA World Cup 2014 group stage game Ivory Coast-Japan was broadcast at 3 a.m. at night in Europe it had a very small number of nighttime viewers. However, since all the other people were asleep, the share of the game was extremely high.
 - In Flanders, the Euro 2016 group stage games played at 3 p.m. had about the same amount of viewers as the games played at 6 p.m. (400.000). However, since a lot of children are watching TV in the early evening, the market share was only 24,5 for the 6 p.m. games compared to 58,6 for the 3 p.m. games.

Pitfall 7: Different programme lengths and split broadcasts

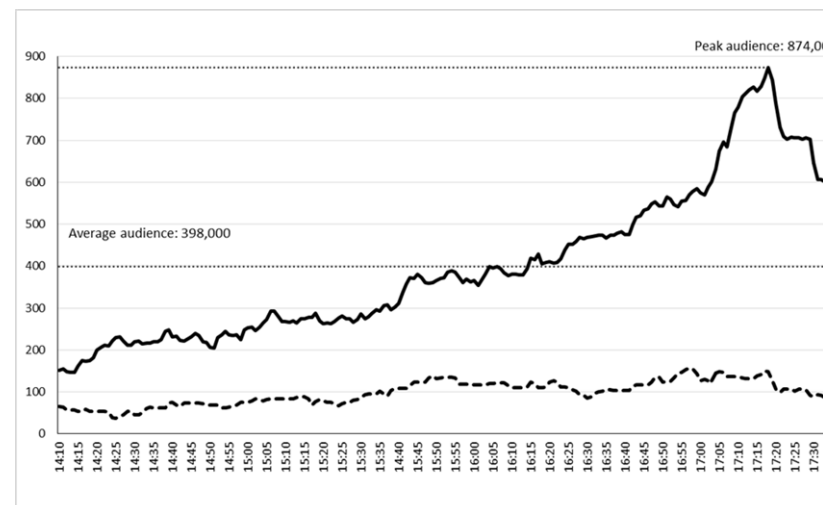
- An important problem with average audience data follows from the fact that it is heavily influenced by the broadcaster's choice of the length of the programme. This makes an international comparison of TV audiences for identical events always awkward.
- Example: football games
 - Is the halftime break included or excluded from the average audience?
 - Is the preview and/or aftertalk included or excluded from the average audience?



Pitfall 7: Different programme lengths and split broadcasts

Example cycling races (1):

If only the last hour of the race had been broadcast, the average would have been close to 600.000 which is much more than the now reported average audience of 398.000 viewers.



	finish -4h	finish -3h	finish -2h	last hour	after			
Flanders	VRT 476.746					1 long broadcast on 1 channel		
Netherlands	NPO 688.000					1 long broadcast on 1 channel		
France	France 3 3.110.000		France 2 4.310.000		France 3 1.900.000	3 broadcasts on 2 channels		
Italy	Rai 3 760.000		Rai 3 1.135.000		Rai 3 570.000	6 broadcasts on 2 channels		
	RaiSport 1 593.000		RaiSport 1 594.000		RaiSport 1 145.000			
Spain	Teledeporte 280.000		La 1 1.441.000		Teledep. 336.000	3 broadcasts on 2 channels		
Germany			ARD 960.000			1 short broadcast on 1 channel		

Example cycling races (2):

How to compare average audiences for these countries?
(Stage 7 of 2016 Tour de France)

Paradox: the shorter the broadcast, the higher the average audience ratings !

Pitfall 8: The problem with specialty sports channels

- TV ratings for specialty sports channels are usually harder to find:
 - In some countries (e.g. France), specialty channels are not obliged to release TV ratings data, in contrast to generalistic channels. When specialty channels do communicate, they usually talk about potential reach, the number of subscriptions or an occasional succesful broadcast
 - TV ratings for specialty channels are usually relatively low compared to generalistic channels. As a result, their programmes don't show up in lists with popular programmes.
 - From my personal experience I have learned specialty channels are not willing to share their TV ratings with researchers.
- From the scarce information that is available, it is clear that TV ratings for sports events on specialty sports channels are generally low:
 - Netherlands (Eurosport, free): Classics cycling races 10.000-40.000 viewers versus 300.000 to 600.000 on the public channel
 - France (beIN, pay): 1,5 million viewers for final of Euro 2016 (half of their subscribers) versus 21 million on public channel
- Potential paradox: the more money organizers (try to) make from selling TV-rights, the less people are able to see the sport, endangering the long term interest in the sport.

4. CASE: the real audience of the Tour de France

On its website, Tour organizer ASO claims “5 billion TV viewers for ASO events in 190 countries.”



The screenshot shows the ASO website with a navigation bar at the top. A blue arrow points from the text above to the '5 milliards de téléspectateurs' statistic. The page features a large image of a Dakar rally car and a smaller image of a TV production control room.

ASO
maury sport organisation

PRÉSENTATION | SPORTS | RESSOURCES HUMAINES | MARKETING | **TÉLÉVISION** | LOGISTIQUE | OFFRES ENTREPRISES

Télévision

Vivre le sport

Car de montage sur le Dakar

- 5 milliards de téléspectateurs
- 190 pays
- 700 heures produites
- 8000 heures diffusées
- 200 chaînes

A.S.O. produit ou coproduit 700 heures de programmes permettant la diffusion de 8 000 heures de sport chaque année sur tous les continents à destination de 5 milliards de téléspectateurs. Les équipes d'A.S.O. ont acquis une solide expérience en matière de prise de vue, de montage et de livraison de programmes. Elles assurent aussi la distribution de ces programmes auprès de 200 chaînes à travers le monde.



The screenshot shows the BBC News website with a navigation bar at the top. The main headline is 'Magazine Monitor' and the article title is 'Small Data: Are there four billion Tour de France viewers?'. The article includes a photo of cyclists and a quote from Anthony Reuben.

BBC Sign in News Sport Weather Shop Earth Travel

NEWS

Home Video World UK Business Tech Science Magazine Entertainment & Arts

Magazine Monitor

Small Data: Are there four billion Tour de France viewers?

Small Data
Curious numbers in the news

14 July 2014

Share



The global sporting events just keep coming this summer, writes Anthony Reuben.

Even if British competitors aren't doing terribly well in them, plenty of folk still want to watch.

But there must be a limit, which is why I was surprised to see a spokesman from Le Coq Sportif, the company that makes the famous yellow jerseys for the Tour de France, claim on the **BBC News website** that the cycling event would be watched by a global television audience of four billion people.

Screenshot from the Tour de France 'Grand Départ' website

E - COMING APRIL 2017

Tour de Yorkshire

TOUR DE FRANCE THE FACTS

Send to a friend

Tweet

Vind ik leuk 185 personen vinden dit leuk. Wees de eerste van je vrienden

NEWS

SOME KEY FACTS AND FIGURES ON THE WORLD'S LARGEST ANNUAL SPORTING EVENT

- The Tour de France is the world's largest annual sporting event
- It starts at the end of June/beginning of July and lasts 3 weeks
- The entire race covers approximately 3,500 kms
- The Grand Départ is the opening of the race of the Tour de France
- The Grand Départ is regularly held outside of France - in 2012 it was hosted by Belgium
- A worldwide television audience of 3.5 billion people watch the Tour de France annually
- Over 188 countries around the world broadcast the Tour de France
- 121 different television channels across the world show the race every year
- There are 4,700 hours of TV coverage annually

“A worldwide television audience of 3,5 billion people watch the Tour de France annually.” (<http://letour.yorkshire.com/news/tour-de-france-the-facts>)

Screenshot from the website of one of the main sponsors of the Tour de France



Cycling remains a cornerstone of ŠKODA's sponsorship strategy. The Czech manufacturer has extended its successful engagement as the official partner and official vehicle partner of the Tour de France for another five years until 2018. The agreement for the period 2014-2018 was signed today in Geneva by ŠKODA and the French marketing company, ASO (Amaury Sport Organisation).

In addition to the Tour de France – the world's most famous cycling race – part of the sponsorship will also include La Vuelta, which the company has been committed to since 2011. Alongside these, eight other international cycling events have been incorporated into the A.S.O. agreement.

"Through extending our engagement at the Tour de France and other famous classics, we reaffirm our close relationship with cycling," says **ŠKODA CEO, Prof. Dr. h.c. Winfried Vahland**. "ŠKODA plans to grow further as an international volume brand in the coming years with the most comprehensive model campaign in corporate history. Our continued strong presence in cycling supports the long-term image and the international awareness of the brand. Additionally, this sponsorship reflects an almost 119-year tradition that the brand has had with cycling in a very special way." It was with bicycle manufacture that ŠKODA's founding fathers Laurin and Klement first laid the foundation stone for the future success of ŠKODA in 1895.

"ŠKODA has been a strong and reliable partner for international cycling events for ten years. I personally feel that my ŠKODA during the race is more than just a car; it is my office and the place where I spend most of my day," says **Christian Prudhomme, Cycling Director of A.S.O. and Director of the Tour de France**. "We are very pleased to be continuing our successful cooperation with the dynamically growing brand over the next five years."

The Czech carmaker has been the official partner, the official vehicle partner and sponsor of the White Jersey in the Tour de France since 2004. "The third largest sporting event in the world is a great opportunity for us to present the brand and models to a global audience," says **Werner Eichhorn, ŠKODA Board Member for Sales and Marketing**.

At the Tour de France in 2013 alone, around 12 million cycling fans cheered along the route, joined by 1.4 billion television viewers around the world. The use of ŠKODA vehicles has always played a major role in ŠKODA's commitment to the Tour de France. Year on year, more than 200 ŠKODA models travel 2.8 million kilometres during France's number one cycling event. A total of around 28 million kilometres has been covered over the last ten years, and it is in reliability where the ŠKODA fleet really shines; during all that time, not a single car has broken down due to a technical defect.

"At the Tour de France in 2013 alone, around 12 million cycling fans cheered along the route, joined by 1,4 billion television viewers around the world." (<http://www.skoda-auto.com>)

Extract from an official (unpublished) REPUCOM TV report

1.2 Executive Summary / TV Exposure / 2013 UCI World Tour

Key Facts - TV Exposure

The 2013 UCI World Tour consisted of 28 races and generated a total broadcasting time of over 5918 hours. The events were covered in all the analyzed European markets but Sweden. Together with Australia, Canada, China and Pan Asia a cumulative audience of 3.456,13 million viewers has been reached. 868,65 million viewers were reached by specific coverage - either by live or sports (delayed) broadcasts. Just as after Q3, the three traditional cycling markets Belgium, Italy and France form the top-three in terms of audiences with a cumulated audience of 1735,49 million viewers (50,51%).

Traditionally, the Tour de France has been the event with the highest amount of media coverage (2474 hours and 59 minutes overall). Belgium provided the largest amount of broadcasting time from the event with 351 hours and 13 minutes, closely followed by Spain with around 309 hours and 28 minutes. The event with the second largest amount of TV coverage has been the Giro d'Italia with 1201 hours and 54 minutes. In Italy, 292 hours and 50 minutes have been broadcasted from the race for the pink jersey, mainly on Rai Sport 1 and complemented by broadcasts on Rai 3 (59 hours and 14 minutes) as well as Rai Sport 2 (44 hours and 32 minutes). The third of the Grande Tours in cycling, la Vuelta a España reached a cumulated broadcasting time of 512 hours and 38 minutes.

The top-three event ranking by broadcasting time also applies for the audience ratings. The Tour de France accumulated more than half of the total cycling audience on TV (1.981,88 million; 57,67%) while the Giro d'Italia shared 14,66% (503,55 million) and La Vuelta a España 7,83% (269,21 million) of the cycling viewers. The largest viewership has been contributed by the French TV channels France 2+3 followed by La 1 (Spain). As a cycling nations, the Dutch Ned1 as well as VRT een from Belgium also contributed large amounts of TV audiences.

“The Tour de France accumulated more than half of the total cycling audience on TV (1.981,88 million)”

Extract from an official (unpublished) REPUCOM TV report

2.5 TV Exposure by Race and Genre / 2013 UCI World Tour

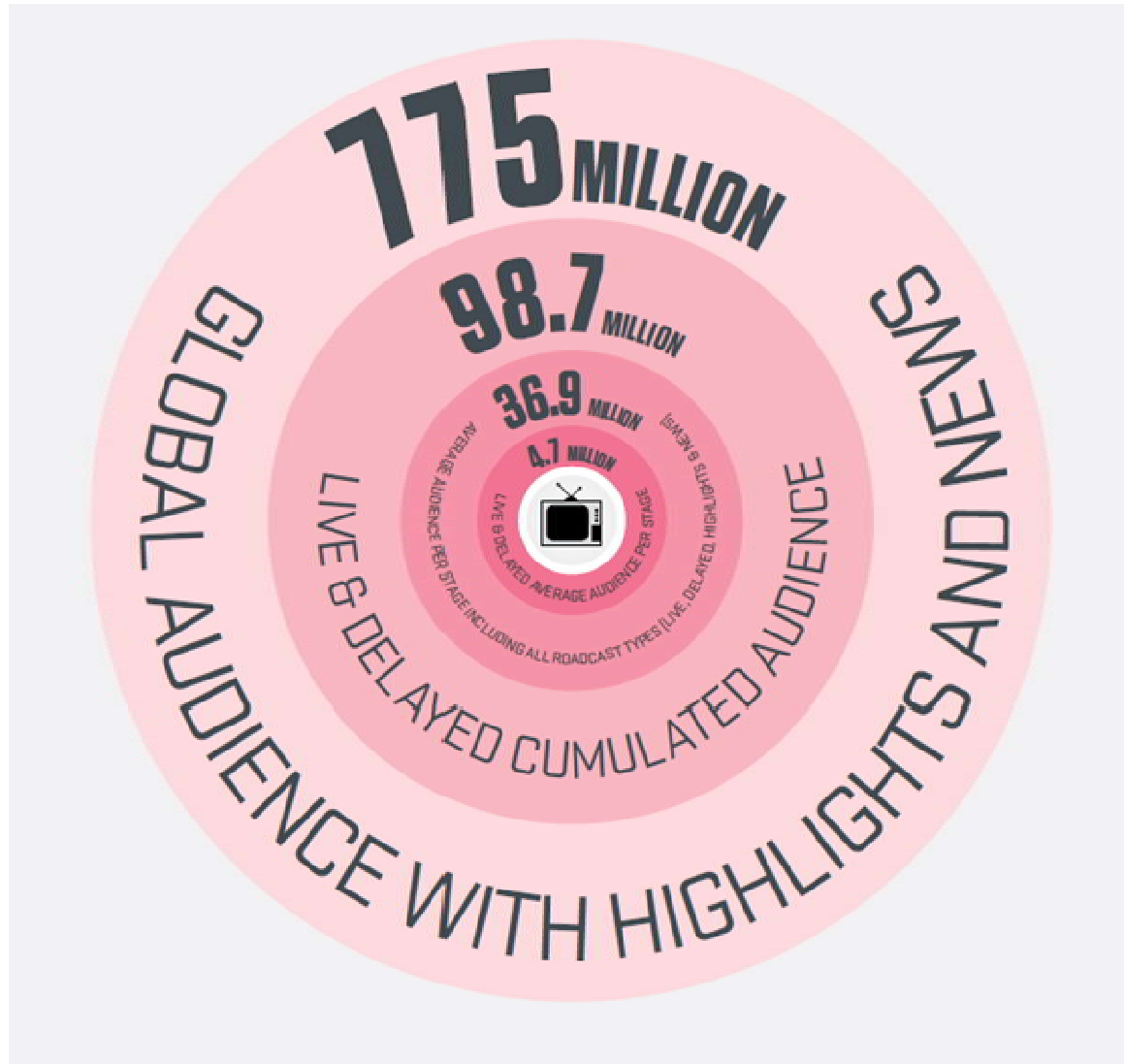
Race	Live			Sports			Sports magazine			News		
	Broadcasting Time (h:mm:ss)	Cumulated Audience * (million)	Event Index (points)	Broadcasting Time (h:mm:ss)	Cumulated Audience * (million)	Event Index (points)	Broadcasting Time (h:mm:ss)	Cumulated Audience * (million)	Event Index (points)	Broadcasting Time (h:mm:ss)	Cumulated Audience * (million)	Event Index (points)
Tour de France	1243:41:57	309,36	2.469,783	967:26:12	225,43	541,925	137:35:52	265,67	123,650	126:15:47	1181,42	136,327

	Audience (million)	% of total audience
Live (<i>"programmes that contain live game action of an event or game"</i>)	309,36	15,6%
Sports (<i>"includes all sports items airing regularly or irregularly. 'Sports' programmes usually focus on a certain game or event, e.g. special programs featuring certain competitions"</i>)	225,43	11,4%
Sports magazine (<i>"broadcast summaries of different sports, events or games. They are mostly shown regularly (daily, weekly) and generally feature no live action"</i>)	265,67	13,4%
News (<i>"includes all sports items broadcast within programmes covering news"</i>)	1181,42	59,6%

Summary for the Tour de France

- ASO claims 3,5 to 5 billion viewers
 - Repucom measures a global TV audience of almost 1,9 billion viewers (in 15 major TV markets for cycling)
 - The 'live' audience is only 15%, so just over 300 million viewers
 - The 'live per stage' average thus is only about 15 million viewers (= 0,5% of the 3 billion ASO claims !)
- ➔ This number corresponds very well with my personal observations carried out over the 2010-2015 period and my claim that WORLDWIDE the Tour de France has a regular TV audience of 20 to 25 million viewers.

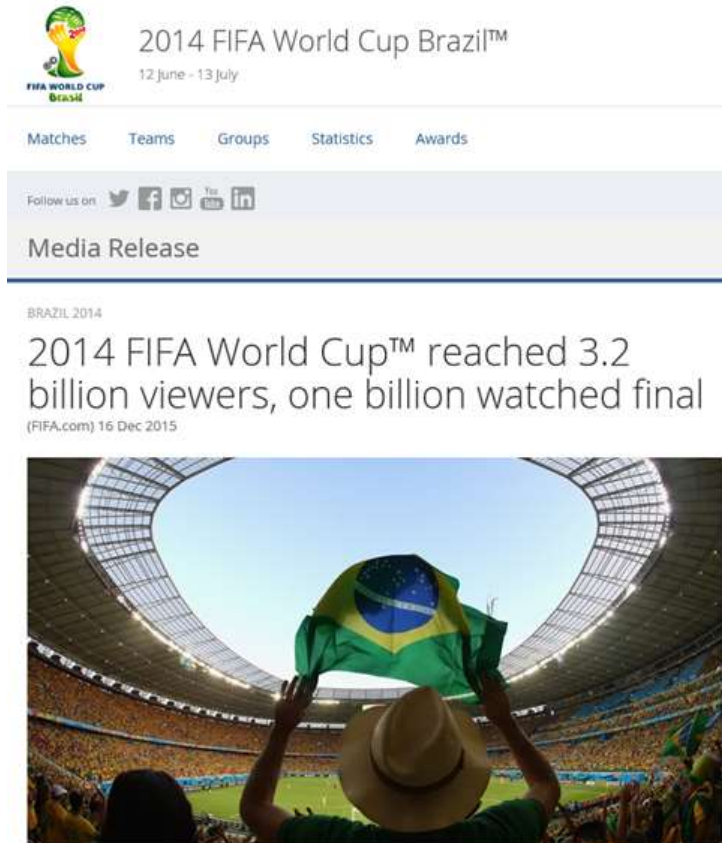
Best practices example



(Taken from the Giro d'Italia roadbook)

5. CASE: the real audience of the 2014 FIFA World Cup final

On its website, FIFA claims “one billion TV viewers watched the final.”



The screenshot shows the official website for the 2014 FIFA World Cup in Brazil. At the top, it features the tournament logo and the dates "12 June - 13 July". Navigation links for "Matches", "Teams", "Groups", "Statistics", and "Awards" are visible. Below this is a "Media Release" section. The main headline reads: "2014 FIFA World Cup™ reached 3.2 billion viewers, one billion watched final (FIFA.com) 16 Dec 2015". The image at the bottom shows a person in a Brazilian hat holding a flag in a large stadium.

Sport > Football > News & Comment

Why Fifa's claim of one billion TV viewers was a quarter right

An *Independent* investigation prompts governing body to stop claiming a vastly inflated audience for football's global spectacle, reports Nick Harris

Thursday 1 March 2007 | 0 comments



The myth that the World Cup final attracts a global television audience of more than a billion people has been debunked by an *Independent* investigation into TV viewing figures that shows that true audiences are between a quarter and a third of that size.

This prompted Fifa to admit yesterday that numbers up to now have been massively exaggerated in some cases, and simply guessed in others.

Football's world governing body has promised to use only verifiable data in future. "We are going to steer clear of estimating, and publish data from audited measurement systems only," a spokesman said.

The revelation about exaggerated figures not only raises questions about Fifa's methods for attracting multimillion pound sponsorship deals - including six major, long-term commercial partners, secured before the 2006 World Cup - but also about its tactics in marketing TV rights.

The company ultimately responsible for compiling World Cup TV data is Infront Sports and Media, based in Zug, Switzerland, and whose chief executive is Philippe Blatter, nephew of Fifa's president, Sepp Blatter. Infront also handles the global sales of World Cup TV rights.

It is not known whether any sponsors have complained to Fifa about exaggerated audience claims. *The Independent* contacted five of them - adidas, Coca-Cola, Emirates Airline, Hyundai and



English Barclays Premier League							
Pos	Team	P	W	D	L	GD	Pts
1	Leicester City	38	23	12	3	32	81
2	Arsenal	38	20	11	7	29	71
3	Tottenham Hotspur	38	19	13	6	34	70
4	Manchester	38	19	9	10	30	66
Show all Clubs							

Newspaper article from 2008 !

Information from the FIFA World Cup Brazil Television Audience Report

There is some ambiguity in communication by FIFA:

- FIFA website: 3.2 billion reach, 1 billion watch final World Cup 2014
- FIFA World Cup Brazil Television Audience Report: best practices example with a great amount of detailed information

FIFA World Cup Final	Audience (million)	Change	Remaining
In home + out of home reach	1013,0		
In home 1+ minute reach	913,7	-9,8%	90,2
In home 3+ minute reach	840,8	-7,2%	83,0
In home 20+ minute reach	695,0	-14,4%	68,6
In home 30+ minute reach	631,9	-6,2%	62,4
Match audience	570,1	-6,1%	56,3

Reliable number because the TV audiences I have collected first-hand correspond very well with the numbers mentioned here for countries like Germany, France, US, ... Perhaps still a small overestimation for countries where extrapolation and diary methods are used.

6. Conclusion

- To many stakeholders it is relevant to know the TV popularity of a sports event: event organizers (success of their event, ...), sponsors (evaluation of sponsorship efficiency, ...), TV channels (evaluation price of TV-rights, evidence for rates for commercials, ...), governments (evaluation of subsidies, ...).
- All these stakeholders deserve clear information on the real TV audience for the events they organize / finance / support / broadcast / ... and should not be misled by virtual or unrealistically inflated cumulative audience figures.
- Therefore, there is an urgent need for uniform standards in reports on TV audiences (same age groups, same definitions of reach, share, ...).
- Academic researchers should be very careful when using data on TV audiences, especially when comparing countries or sport events.